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Ravenswood Homes Increase Home Sales with ENERGY STAR® – An ENERGY STAR Advanced Lighting Project

What are you doing to lower my living costs? What kinds of materials are you using? How environmentally-friendly are your homes? These are just some of the questions Deb Quinn of Ravenswood Homes fields when trying to close the sale; and, like over 2,000 other homes builders who offer ENERGY STAR qualified homes and products, she uses ENERGY STAR as the answer.

“The upgraded and beautiful [ENERGY STAR qualified] light fixtures definitely helped us sell the Whitney Park units!”

—Deb Quinn, Ravenswood Homes

Choosing products that have earned the ENERGY STAR, including an ENERGY STAR Advanced Lighting Package (ALP), helped make Ravenswood's Whitney Park development, located in Hamden, CT, a resounding success. Whitney Park housing units sold over two times faster than expected and, as a result, Ravenswood was able to gradually increase their asking price by 40 percent! Deb exclaimed, “ENERGY STAR doubled the speed of sales for the Whitney Park development. ENERGY STAR sells like hotcakes!”

Having realized so many benefits from ENERGY STAR For Homes, Deb now offers the ENERGY STAR Advanced Lighting Package as an option in all of Ravenswood's housing developments.

The Bottom Line Advantage

Overall, Deb attributes ENERGY STAR with doubling the speed of sales for the Whitney park development and allowing Ravenswood to gradually increase their asking price by 40 percent. According to Deb, “The upgraded and beautiful [ENERGY STAR qualified] light fixtures definitely helped us sell the Whitney Park units.”



“Ravenswood cannot promote our ENERGY STAR affiliation enough” says Deb, who rigorously uses websites, newsletters, and brochures to educate consumers, publicize their energy-efficient building methods, and advertise the cost-savings associated with ENERGY STAR qualified products, such as light fixtures.

According to Deb, “ENERGY STAR has definitely given Ravenswood a strong competitive advantage. ENERGY STAR clinches the sale because homebuyers see ENERGY STAR as cutting-edge.”

Getting the Job Done

The ENERGY STAR ALP is the most visible “energy-saving” feature of the home. For the Whitney Park development, Ravenswood worked with United Illuminating (local utility) and Energy Federation Inc. (EFI) to outfit the entire model home with only ENERGY STAR qualified fixtures, allowing Deb to demonstrate to consumers the beautiful aesthetics of energy-efficient lighting.

Whitney Park at a Glance

Price Range: \$234,900 to \$298,900

Description: 56-unit development. 1,355-1,790 square foot Townhouses, Hamden, CT.
Lighting: ENERGY STAR Advanced Lighting Package in 100 percent of homes.

Deb found that buyers were very pleased with the “clean” quality of ENERGY STAR qualified lighting and loved the energy-savings. Deb was so impressed with ENERGY STAR qualified lighting that she has bought and installed many fixtures in her own home!



In order to communicate the benefits of the ENERGY STAR ALP and other ENERGY STAR products, Deb designed a numbered tour, where each ENERGY STAR qualified product was labeled with information regarding its environmental and financial benefits. Posters, cards, and flyers were placed throughout the home, explaining the features and benefits of products that have earned the ENERGY STAR. The ENERGY STAR mark is on all materials to reinforce the superior quality of the products.

Within These Walls

The 1,650 square foot, 2 bedroom, 2.5 bath model home featured ENERGY STAR fixtures from Sea Gull Lighting, Progress Lighting, MaxLite, Good Earth Lighting, and TCP. The model had a total of 28 fixtures, all of which were ENERGY STAR qualified, exceeding the ENERGY STAR ALP requirements. Deb selected fixtures from a catalog, provided by EFI, that featured over 600 ENERGY STAR qualified fixtures, matching fixture styles to create a consistent and sophisticated look for the model home.

Helpful Hints and Sales Tips

- Educate your consumers about why energy efficiency is beneficial to their bottom line and the environment.
- Prominently display ENERGY STAR lighting fixtures in your model home.
- Thoroughly educate and familiarize yourself with ENERGY STAR qualified products and methods.
- Spend time with your ENERGY STAR program implementer to strategize your approach to building, choosing marketing methods that will be most useful and cost-efficient for you.
- Place ENERGY STAR marketing materials that highlight the features and benefits of ENERGY STAR throughout the model home.
- Work through a lighting supply company that will guarantee prompt delivery and a sure supply.



For More Information...

on business opportunities with the ENERGY STAR Advanced Lighting Package, contact Meghan Hoyer, ICF Consulting, at 703-934-3089, or by e-mail at mhoyer@icfconsulting.com